COURSE SYLLABUS • Editing the Short Form

Course: POST 318 - 601 • Spring 2019 - 20 • Th 10:00 am - 1:15 pm
CDM • Suite 922   Lecture & Lab   Instructor: Martin Bernstein
Office Hours: Thursdays 1:30-3:00 PM • 14 E Jackson – Suite 900
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Homepage D2L: https://d2l.depaul.edu/d2l/home/741664

Course Description (from catalog)
Editing the Short Form will explore the world of TV commercials, music video, movie trailers and internet content for clients. Emphasis on the culture of commercial production environments, including the advertising agency, entertainment and music media business, as well as the broader online market for creation of motion content.

Prerequisite: POST 110 (formerly DC 220)

Summary of course:
Using supplied footage as well as that created by the students, the course will explore the creative and real-world workflow of these marketing-driven genres, emulating and observing professional best practices.

LEARNING OUTCOMES:
• Demonstrate advanced technical and analytical skills necessary to edit short form motion content.
• Analyze how commercial and short form editing styles differ from feature, television, and classic documentary editorial.
•Design the flow of a short form's development from concept, market research, etc. through the final commercial, music video, trailer or web-episode.
•Navigate the hierarchy of an advertising agency or production/music company and the responsibilities that pertain to each position in the organization.
•Edit within the context of a client-vendor relationship.

Additional Resources: *LinkedIn Learning (formerly Lynda.com)*
Subscription is included with tuition
Account signup particulars provided by CDM email
REQUIRED SUPPLIES:
1 500GB or 1 TB external hard drive with USB3 and/or Thunderbolt ports for storing project data files and media assets
1 USB flash drive for project data file backup
Headphones for use when working in the lab

All class exercises and home assignments deal with projects and media stored on a hard drive. All hard drives fail! Hardware problems are not acceptable as an excuse for late submissions so back up all projects & all media on a secondary hard drive. ***Do not leave your projects on the lab computer.***

Grading
Assignment # 1 10%
Assignment # 2 10%
Assignment # 3 10%
Assignment # 4 10%
Assignment # 5 10%
Assignment # 6 10%
Assignment # 7 10%
Assignment # 8 10%
Assignment # 9 10%
Attendance/Class
Participation   10%

• A indicates excellence, B indicates good work, C indicates satisfactory work, D work is unsatisfactory in some respect, F is substantially unsatisfactory work.

Grading Scale
A = 100-93, A- = 92-90, B+ = 89-87, B = 86-83, B- = 82- 80, C+ = 79-77, C = 76-73, C- = 72-70, D+ = 69-67, D = 66-63, D- = 62-60, F = 59-0

Assignments:
Assignment # 1: Analysis of TV Commercial
Assignment # 2: Rough Cut of TV Commercial Project
Assignment # 3: Fine Cut of TV Commercial Project
Assignment # 4: Rough Cut of Music Video Project
Assignment # 5: Fine Cut of Music Video Project
Assignment # 6: Rough Cut of Movie Trailer Project
Assignment # 7: Fine Cut of Movie Trailer Project
Assignment # 8: Web Video Project
Assignment # 9: Demo Reel
Assignment #10: Editor Interview (Graduate Onlly)

FINAL EXAM DATE: *Thursday, June 11, 2020 • 8:30 – 10:45 am*

• **NOTE TIME CHANGE**   • Attendance is required. University policy requires a class meeting with significant coursework or lecture.   We will use this session to screen final Demo Reels.

Final Project Due by 8:30 PM - evening before class session. Screen all projects.

ASSIGNMENT SUBMISSION
The nature of work in the media professions is deadline specific. One objective of this course is to emulate the professional media environment. Assignments for this course must be turned in by the posted deadline. *Late work will not be accepted and will be scored as a zero.* This is your warning.

COURSE SCHEDULE

NOTE: Course schedule published in this syllabus is subject to change, update. All current updates will be published on D2L and will supersede schedule published herein.

Week 1: Introductions, Commercial Advertising Review
         Project 1: TV SPOT Critical Analysis ASSIGNED

Week 2: History of Advertising & Commercials
         Project 1: TV SPOT Critical Analysis DUE • Present in class
         Project 2: TV Commercial/PSA • ROUGH CUT ASSIGNED

Week 3: Collaboration: Partners & Disciplines, Commercial Workflow
         Project 2: TV Spot ROUGH CUT – DUE: Review, Critique
         Project 3: TV Spot/PSA FINE CUT ASSIGNED

Week 4:   Music Videos: History, Disciplines & Workflow
         Project 3: TV Spot/PSA FINE CUT DUE: Review, Critique
         Project 4: Music Video Rough Cut ASSIGNED

Week 5:   Music Videos: Contemporary Trends
          Project 4: Music Video Rough Cut DUE: Review, Critique
          Project 5: Music Video Fine Cut ASSIGNED

Week 6:   Movie Trailers & Spoofs • History & Production
          Project 5: Music Video Fine Cut DUE: Review, Critique
          Project 6: Movie Trailer Rough Cut ASSIGNED

Week 7:   Movie Trailers: Contemporary Trends
          Project 6: Movie Trailer Rough Cut DUE: Review, Critique
          Project 7: Movie Trailer Fine Cut ASSIGNED

Week 8:   Web Episodes & Viral Videos (Vlogs)
          Project 7: Movie Trailer Fine Cut DUE: Review, Critique
          Project 8: Personal Vlog ASSIGNED

Week 9:   Self-Promotion: Demo Reels & Websites
          Project 8: Web Episode/Viral Video DUE: Review, Critique
          PROJECT 9: Demo Reel / Website ASSIGNED
          Graduate Level: Editor Interview Assigned

Week 10: TBD

FINAL EXAM: Thursday, June 11, 2020 • 8:30 – 10:45 am · *NOTE TIME CHANGE*
Final Projects Due: Submitted to D2L Submissions due **by 8:30 PM on June 10, 2020**

DePaul CDM Important Dates • Spring 2020
Saturday March 28, 2020   Begin SQ2020 Classes
Friday April 3, 2020   11:59 PM Deadline to add classes to SQ2020 schedule
Friday April 10, 2020   Good Friday - University officially closed
Saturday April 11, 2020   Easter Holiday - University officially closed
Sunday April 12, 2020   Easter Holiday - University officially closed
Monday April 13, 2020   Last day to drop SQ2020 classes with no penalty
*   (100% refund of tuition if applicable and no grade on transcript)*
Tuesday April 14, 2020   Grades of "W" assigned for SQ2020 classes dropped on or after
Tuesday April 14, 2020   Last day to select pass/fail option for SQ2020 classes
Friday April 17, 2020   Last day to select auditor status for SQ2020 classes
Saturday April 25, 2020   Begin SQ2020 optional mid-term exam week
Friday May 1, 2020   End SQ2020 optional mid-term exam week
Friday May 15, 2020   Last day to withdraw from SQ2020 classes
Monday May 25, 2020   Memorial Day - University officially closed
Friday June 5, 2020   End SQ2020 Day & Evening Classes
Saturday June 6, 2020   Begin SQ2020 Day & Evening Final Exams
Friday June 12, 2020   Baccalaureate Mass
Friday June 12, 2020   END SPRING QUARTER 2020
Friday June 12, 2020   End SQ2020 Day & Evening Final Exams

https://academics.depaul.edu/calendar/Pages/default.aspx (Be sure to search for 2019- 2020 Academic Year)

PLEASE NOTE: Some courses have fewer meeting dates due to national holidays, and instructors are expected to replace those class meetings with online activities or assignments. For questions related to online course planning and design, contact your college's or school's instructional technology consultant. You can find more information on the Faculty Instructional Technology Services website at https://offices.depaul.edu/fits/Pages/default.aspx. All dates are subject to change. DePaul University reserves the right to alter its academic calendar when the need arises.

Changes to Syllabus
This syllabus is subject to change as necessary during the quarter. If a change occurs, it will be thoroughly addressed during class, posted under Announcements in D2L and sent via email.

Online Course Evaluations
Evaluations are a way for students to provide valuable feedback regarding their instructor and the course. Detailed feedback will enable the instructor to continuously tailor teaching methods and course content to meet the learning goals of the course and the academic needs of the students. They are a requirement of the course and are key to continue to provide you with the highest quality of teaching. The evaluations are anonymous; the instructor and administration do not track who entered what responses. A program is used to check if the student completed the evaluations, but the evaluation is completely separate from the student's identity. Since 100% participation is our goal, students are sent periodic reminders over three weeks. Students do not receive reminders once they complete the evaluation. Please see https://resources.depaul.edu/teaching-commons/teaching/Pages/online teaching-evaluations.aspx for additional information

Academic Integrity and Plagiarism
This course will be subject to the university's academic integrity policy. More information can be found at https://resources.depaul.edu/teaching-commons/teaching/academic-integrity/Pages/default.aspx.

Academic Policies
All students are required to manage their class schedules each term in accordance with the deadlines for enrolling and withdrawing as indicated in the University Academic Calendar. Information on enrollment, withdrawal, grading and incompletes can be found at:
http://www.cdm.depaul.edu/Current%20Students/Pages/PoliciesandProcedures.aspx

Incomplete Grades
An incomplete grade is a special, temporary grade that may be assigned by an instructor when unforeseeable circumstances prevent a student from completing course requirements by the end of the term and when otherwise the student had a record of satisfactory progress in the course. All incomplete requests must be approved by the instructor of the course and a CDM Associate Dean. Only exceptions cases will receive such approval. Information about the Incomplete Grades policy can be found at http://www.cdm.depaul.edu/Current%20Students/Pages/Grading-Policies.aspx

Preferred Name & Gender Pronouns
Professional courtesy and sensitivity are especially important with respect to individuals and topics dealing with differences of race, culture, religion, politics, sexual orientation, gender, gender variance, and nationalities. I will gladly honor your request to address you by an alternate name or gender pronoun. Please advise me of this preference early in the quarter so that I may make appropriate changes to my records. Please also note that students may choose to identify within the University community with a preferred first name that differs from their legal name and may also update their gender. The preferred first name will appear in University related systems and documents except where the use of the legal name is necessitated or required by University business or legal need. For more information and instructions on how to do so, please see the Student Preferred Name and Gender Policy at http://policies.depaul.edu/policy/policy.aspx?pid=332

Students with Disabilities
Students seeking disability-related accommodations are required to register with DePaul's Center for Students with Disabilities (CSD) enabling them to access accommodations and support services to assist with their success. There are two office locations:

- Loop Campus – Lewis Center #1420 – (312) 362-8002
- Lincoln Park Campus – Student Center #370 – (773) 325-1677
  Students who register with the Center for Students with Disabilities are also invited to contact Dr. Gergory Moorhead, Director of the Center, privately to discuss how he may assist in facilitating the accommodations to be used in a course. This is best done early in the term. The conversation will remain confidential to the extent possible.
  Please see https://offices.depaul.edu/student-affairs/about/departments/Pages/csd.aspx for Services and Contact Information.

Course Policies as Suggested by the Dean of Students Office

Attendance: Students are expected to attend each class and to remain for the duration. Coming 15 minutes late or leaving 15 minutes early constitutes an absence for the student. The overall grade for participation drops one-third after any absence. Three absences for any reason, whether excused or not, may constitute failure for the course.

Class Discussion: Student participation in class discussions will be measured in two ways. First, students are highly encouraged to ask questions and offer comments relevant to the day's topic. Participation allows the instructor to "hear" the student's voice when grading papers. Secondly, students will be called upon by the instructor to offer comments related to the reading assignments. Students must keep up with the reading to participate in class discussion.

Attitude: A professional and academic attitude is expected throughout this course. Measurable examples of non-academic or unprofessional attitude include but are not limited to: talking to others when the instructor is speaking, mocking another's opinion, cell phones ringing, emailing, texting or using the internet whether on a phone or computer. If any issues arise a student may be asked to leave the classroom. The professor will work with the Dean of Students Office to navigate such student issues.

Civil Discourse: DePaul University is a community that thrives on open discourse that challenges students, both intellectually and personally, to be Socially Responsible Leaders. It is the expectation that all dialogue in this course is civil and respectful of the dignity of each student. Any instances of disrespect or hostility can jeopardize a student's ability to be successful in the course. The professor will partner with the Dean of Students Office to assist in managing such issues.

Cell Phones/On Call: If you bring a cell phone to class, it must be off or set to a silent mode. Should you need to answer a call during class, students must leave the room in an undisruptive manner. Out of respect to fellow students and the professor, texting is never allowable in class. If you are required to be on call as part of your job, please advise me at the start of the course.